

How to open a Baidu SEM account: A Step-by-Step Guide

If you're looking to establish a presence in the Chinese market through Baidu SEM (Search Engine Marketing), opening a Baidu account is a critical first step. Here, we outline two potential solutions for opening a Baidu overseas account with Anber Consulting, detailing the procedures and requirements for each. These procedures also apply to those who would like to open an account on their own.

Solution 1: Direct Account Setup

In this solution, brands directly open and manage the account. Brands are the primary contract party, and Anber Consulting will assist in operating the account and facilitating coordination. While this method offers direct control from brands to the accounts, it comes with the complexity of handling international bank transfers and a more intricate contract signing process.

Here are the **steps** for Direct Account Setup:

1. Preliminary Check:

- Anber Consulting forward your bank and company information to Baidu pre-sale managers for an initial review.
- Concurrently, we send your legal documents to Baidu's designated agency for translation. Here is a list of Baidu designated translation agencies.

Agency Name	Telephone No.
中译语通科技股份有限公司	010-53223882, 010-53223613
北京市外文翻译服务有限公司	010-87952569/79/89
北京信达雅翻译有限责任公司	010-67628943, 67669138
北京世纪行外文翻译有限公司	010-63390090, 13051016920
北京百嘉翻译服务有限公司	010-65187912/13, 65189185

2. Contract preparation:

- Baidu prepares a standard contract, including their bank information, and

sends it to brands for a review.

3. Initial Payment:

- Brands wire the first installment (minimum 6,000 RMB) to Baidu bank account in China. Be mindful of bank service fees and exchange rate fluctuations.

4. Final Contract Completion:

- Upon receiving the first installment, Baidu finalizes the contract reflecting the transferred amount.

5. Document Verification:

- Baidu checks all your documents and the translations.

6. Contract Signing:

- Baidu sends you two hard copies of the contract. You sign both, return one to Baidu, and retain the other one.

7. Account Activation:

- Baidu provides you with account credentials, and your pre-paid balance is available in your account.

8. Invoicing:

- You can download invoices from the Baidu SEM account backend.

Solution 2: Full Authorization Setup

In this solution, brands authorize Anber Consulting to fully manage the account setup and operation. Anber Consulting becomes the contract party, handling all payments and account management. While this solution is simpler for brands, by switching agencies later would require closing the current account and opening a new one.

Here are the **steps** for Full Authorization Setup:

1. Preliminary Check:

- Anber Consulting forward your bank and company information to Baidu for an initial review.

- In the meanwhile, we also send your legal documents to Baidu's designated translation agency. Here is a list of Baidu designated translation agencies.

Agency Name	Telephone No.
中译语通科技股份有限公司	010-53223882, 010-53223613
北京市外文翻译服务有限公司	010-87952569/79/89
北京信达雅翻译有限责任公司	010-67628943, 67669138
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2. Contract Creation:

- Baidu prepares a standard contract for Anber Consulting. You only need to provide an authorization letter for us to manage your Baidu account on your behalf.

3. Initial Payment:

- We top-up the account initially and all the future payments to Baidu.

4. Document Verification:

- Baidu verifies all your legal documents and the translations.

5. Online Contract Signing:

- Baidu signs an online contract with Anber Consulting.

6. Account Activation:

- Once the account is active, we share the credentials with you.

7. Invoicing:

- Each installment is recorded as a cost item on my invoices to you. We can also provide you the original Baidu Invoice in standard Chinese official invoice format.

Required Documents for Baidu Account Setup:

To open a Baidu account, you need to provide the following documents:

1. Business License: A scanned copy.
2. Corporate Legal Representative's Passport: A scanned copy.
3. Company Registration Information: A screenshot from the official local website (full desktop view).
4. Bank Account Confirmation Letter from your local bank.

Note: All documents must be translated by a Baidu-designated company. Translation costs range from 500 RMB to 2,000 RMB. Providing documents in English is more cost-effective than in other languages.

Baidu's International Bank Information (For First Installment):

- Account Name: Baidu.com Times Technology (Beijing) Co., Ltd.
- Bank Name: China Merchants Bank, Beijing Branch
- Bank Address: 229 North Fourth Ring Middle, Haidian District, Beijing, China
- Account Number: 86 6182 0285 10001
- SWIFT Code: CMBC CNBS 201

If you have any questions, please feel free to contact us at:

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